

ABSTRACT OF THE DISCLOSURE

It is one of objects to provide a liquid crystal display device capable of low power consumption, with a driver circuit having a new circuit structure and a pixel. In the liquid crystal display device displaying an image using an n bit digital image signal (n is an integer), by incorporating $n \times m$ storage circuits (m is an integer) per pixel, it comprises a function of storing an m frame digital image signal in the pixel (in the illustrated figure of an example where $n = 3$, $m = 2$, 3 bits \times 2 frames are stored in storage circuits A1 to A3, and B1 to B3). Therefore, in the display of a still image. by repeatedly reading the digital image signal stored temporarily in the storage circuit and displaying in each frame, the drive during such time of a source signal line driver circuit is stopped, to reduce the power consumption of the liquid crystal display device.